

# Grafrica

New Directions For Positive People

VOL. IV NO. 49

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\$25.

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# Minority Role In Telecommunications

First, Mich.—The Twenty-First Century Foundation, New York City, will use the major of a \$75,000 grant from the Charles Stewart Mott Foundation to work for minority access to the burgeoning field of telecommunications.

The minority-operated Twenty-First Century plans a national conference this fall and another next winter or spring to inform blacks and other minority people

about the potential of telecommunications as an avenue to economic growth and minority economic and community development.

Development of a national telecommunications resource guide for use at the conferences (one in the South at a city still to be chosen and the other at a western site) is underway. The foundation will offer technical assistance and serve as a catalyst for minority

groups and entrepreneurs seeking to become involved in telecommunications technology area.

The foundation started its project for black, Hispanic and other minority participation in this field at a one-day conference on "Telecommunications: Potentials for Empowerment" in New York in May. The comment of one participant reflected the foundation's reasons for striving to develop minority entrepreneurship

in telecommunications. "I would hate to see government or people unable to participate in the American mainstream because they were not aware of and prepared for the consequences of a technically oriented society," he said in a letter to Ms. E. Tania Bess, executive director of the foundation.

The foundation will use \$50,000 of the Mott grant for the project and the remaining \$25,000 for

administrative support of its program, which focuses on community economic development and education. The foundation was organized in 1971 and is one of the two largest black foundations in the country in terms of capital assets.

The Charles Stewart Mott Foundation is a private foundation with assets of about \$428 million that awards over 360 grants a year for programs fostering commu-

ity self-improvement through education, citizen participation and community leadership and development processes.

For further information, contact: Marilyn A. Stein.

Assistant Vice President, Communications Mott Foundation

## CONSUMER CONCERN

If you've been at a supermarket, checkout counter lately, you'll know the family scissors have been working overtime. The person who invented the cents-off coupon must have loved manufacturers, retailers and consumers alike.

As the price of food and other packaged goods increase along with rising inflation, modern shoppers have begun to take advantage of every possible means of reducing their grocery bills. For most families, the use of coupons has played a major role in this savings effort.

According to A.C. Nielsen Company, 50 million shoppers (four out of five families in the country) use and use coupons as an integral part of their shopping activity. In total, these 50 million families used more than 3.4 billion coupons

in 1979, an average of 70 coupons per family. The savings represented by the coupons they used on their purchases of food, household and personal care products amounted to about \$610 million.

Despite this apparently active response to coupon offers, consumers took advantage of only a small portion (about 4 percent) of the coupon savings that were made available to them by manufacturers distributed on an all time record of \$1.2 billion coupons worth approximately \$13.9 billion to consumers.

Unfortunately, however, research studies indicate that the consumers that are least likely to use coupons are the ones that could probably benefit from them most. According to Gloria Richardson, senior associate for McNeil Consulting, a Chicago-based

firm that specializes in merchandising to black consumers, "There has traditionally been a hesitation among lower income shoppers to use coupons as a part of their regular shopping patterns. This appears to be especially true among black consumers. Although the reasons for this hesitation have not been thoroughly researched, our experience with consumers throughout the country suggests at least two causes. First, many black and lower income shoppers have a general distrust of coupon offers. Second, some consumers feel there is a negative connotation attached to coupon usage, a kind of charity with which they don't want to be associated."

In an effort to learn the ways in which consumers can realize the greatest

savings from coupon use, McNeil Consulting interviewed 25 heavy coupon users in the Chicago market. Here are three of the suggestions that they made:

• Don't be tempted to use coupons on items that you don't need. There are plenty of offers on basic items that are always on

your shopping list.

• Look for and use the coupons that offer you the greatest savings. Don't be afraid to try a new brand if you can save money on it.

• Organize and save your coupons for use at a later date. Most coupons can be used for up to six months

after you receive them.

No one denies that couponing is one way of promoting economies for manufacturers and middlemen alike. However, it is obvious that smart shoppers can also benefit from using coupons wisely.

## Words Of The Week

"We should take care so that we will lose none of the jewels of our soul. We must begin, now, to reject the evil twin system of choosing the world into unnecessary conflict. For example, it is tragic and ridiculous to choose between Malcolm X and Dr. King: each of them hurled himself against a quite different aspect of our predicament, and both of them, ideally, gave their lives to our ongoing struggle."

June Jordan ("Civil Wars")

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## On The Cover

Reggae artist Bob Marley mesmerized millions with the pulsating rhythms of the national music of his home, the West Indian island of Jamaica. Reggae continues to remain a driving force in popular music. Many feel that Peter Tosh, an accomplished musician in his own right, is destined to become Marley's successor as the leading proponent of Reggae. Read the revealing interview with this former member of the original "Wailers" in this issue.

# PETER TOSH

**DREAD** Peter Tosh is a Third World urban musical bush doctor. One third of the original "Wailers" — the archetypal reggae organization/tribe composed of a triumvirate of songwriters/musicians, internationally known Bob Marley, legendary Bunny Wailer and Tosh, Winston Hubert "Peter" Mackintosh, born October 19, 1944, is a self-taught musician proficient on guitar, piano, harmonica and percussion. His 1977 **Equal Rights** (Columbia PC 34670) album is considered a classic. His current album **Wanted Dread and Alive** (Rolling Stone Records SO-17065) is also an excellent creation.



**Some people have said that in order for any music to make it on the radio in America it has to have a large commercial appeal.**

**TOSH:** They don't want to play no messages on the radio. But at the same time people are suffering from similar situations and the consequences thereof, so that as people are suffering from them, in reality people want to hear the music. The media is at the control not to make people hear the music because the music is there to relieve the oppression of the people's mind. That's a part of the money making business.



**Have you heard some of the rap music that is being done here?**

**TOSH:** Well, that originated in Jamaica. If those guys who are rapping can say something constructive, something more awakening, but this "shake yo booty" stuff is madness.



**What do you listen to besides reggae?**

**TOSH:** I listen to plenty American music. O-Jays, all the music with a message. Commemicals, all the music that is beautifully decorated. There is plenty music in America that is beautifully decorated but it hasn't got a message.



**Why do you think that is?**

**TOSH:** Because of the system. The singers cannot do better because if they sing a message it won't get no air play and they want their music to be played, so everybody just sing "Darling, I love you." Like there is nothing more to sing. If you listen to an American chart and there is one hundred songs on the chart, ninety-eight of them is telling about "My Girl, and Darling, I will swim the ocean and cry tears." Madness. That is what make this society so weak, because every day a guy sit down and cry to a girl. Madness! I don't deal with that.

We like to hear something awakening to Black people because music is so powerful, and music has so much psychological ingredients that it automatically get to the ears and minds of the people, and you are thrilled by the ingredients of the music alone can thrill you, then you should deprecate



Photo By Glen Frieson

the words to write with and make it a message.



**Is there any special message you have for Black people here?**

**TOSH:** One thing I want Black people to realize is to begin to check within yourself and ask yourself which direction are they going, up one down, in or out. If they want to be wise or foolish, life or death? These are the questions that Black people have to ask themselves. We have been taught of this ignorance that the wages of sin is death, but we've never been taught what is sin. That is why Black people still living in this ignorance not knowing what is sin. The greatest sin is ignorance. When you don't know that this is a lighter you will call it a key.



**And not be able to open anything with it.**

**TOSH:** True. So Black people are living in that ignorance. One of the major things that is destroying Black people today is drugs. And one of the major drugs that is looked upon as so simple is cigarette,

the consumption of tobacco. They think it is tobacco, but tobacco is an insecticide, one of the most deadliest insecticide. When you consume tobacco you think like a dead insect.



**Some people view the use of ganja in the same way?**

**TOSH:** That is what they say, but I mean don't smoke ganja. I smoke herb which don't contain the use of man. If people were smoking herb before they begin to consume these drugs then there would be no conflict within them. But when you consume these drugs and try to consume herb then there is for spiritual reasons. For spiritual motivations. Drugs is to destroy the system and distort the visibility of the third eye. They advance these petitions and sell them to people. When you consume them you have no place for the new wine. Don't care how much you been jogging, twenty-four hours a day, and running around the city, and eating the best health food, if you are not spiritually equipped then what is the use of a body?



**Is that part of the purpose of the music to keep people motivated spiritually?**

**TOSH:** Well, spiritual people inclined to know what the spirit is all about, and not to be thinking in terms at the negative level.



**So then, the whole drug culture which many people in America and Europe have gotten into is actually a manifestation of Babylon and has nothing to do with the music?**

**TOSH:** Yes, Babylon is designed in so many ways to keep people in ignorance. There are so much drugs on earth today that you cannot count them, especially in America. All of them were built to try and sell people that they are ways of getting high. But listen that you can not take drugs and get high. Herb is the only thing that get man high. Every other thing get you below the moral ability of functioning. It gets you to do something that is morally degrading and when you came to your consciousness you would not believe that you have done that.

This is my duty, man, to awaken Black people. I know, what is taking place I see ignorance. I see many Black people become victims. I as a youth, was on the sea world of ignorance. But because I was made me with light and reality inside of me, I began to search and I found the reality. So when I found it I had to teach those who are still lost in fantasy.



**So how is "Nothing But Love," the single from your new album, being received?**

**TOSH:** Highly. It is being played on many Black stations that would not play reggae.



**Why do you think they are playing it?**

(Continued on Pg. 8)

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# THEATRE

## Award-Winning Novelist Toni Morrison To Make Broadway Playwriting Debut

Storville. New Orleans's notorious red light district in the early 20th century, will be the subject of a new Broadway musical entitled *Storville*, in which Toni Morrison, the award-

winning novelist, will make her playwriting debut. *Storville*, produced by Kevin Gebhard, will be directed and choreographed by Donald McKayle, who created the original jazz ballet

"District Storville" upon which this new musical is based. *Storville* will open on Broadway in the fall of 1992.

The music written in and about *Storville* is some of the best to ever

come out of the South.

The musical *Storville* will use these same songs, but with new lyrics created to integrate the music with the story.

Geoffrey Holder, a multi-Tony Award Winner, will design the *Storville* costumes.

As New Orleans gave birth to jazz, so did it shoot lived-in red light district, *Storville*, cradle many of the new music's future stars. The musical *Storville* is the story of one of its changes. Beau, a young musician who is drawn into the District in search of his father, whom he finds ensconced in a house of prostitution run by Anna La Premiere, the reigning queen of the demi monde.

La Premiere, as she is known throughout the city, is a shrewd yet fiery, boyant business woman who boasts that her house can cure your blues with "some of the handsomest and most intelligent young ladies in these United States."

Toni Morrison comes

to *Storville* on the heels of her current triumphal best-seller "Tar Baby." An editor at Random House and lecturer at Bard College, Ms. Morrison's other works include the highly praised "The Bluest Eye," "Sula," and "Song of Solomon." For the latter she won the National Book Critics Award in 1977.

Director/choreographer Donald McKayle, creator of the original jazz ballet "District Storville," performed by Alvin Ailey American Dance Theater, has choreographed for numerous prestigious dance companies throughout the world. He received Tony Award nominations for his direction and choreography of the Broadway hit "Raisin," and choreography for "Golden Boy" and "Doctor Jazz." His choreography for the current smash hit "Sophisticated Ladies" earned him a 1991 Tony Award nomination in the category, and won him The Outer Critics Circle Award.

Geoffrey Holder, who will design *Storville*'s costumes, won two Tony Awards in the same year as director and costume for the hit "The Wiz." He has dazzled Broadway with his direction, choreography, and costumes for "Tintinaki" *Storville*, with its eccentric characters and wooden mystique, is the perfect setting for Holder's special talents.

Savvy, marks producer Kevin Gebhard's Broadway debut. For the role of Anna La Premiere he is looking for an actress who is the essence of Black elegance. According to Gebhard, La Premiere is clever and cultivated, with a sharp managerial mind. She carries a diamond-studded walking stick with which she taps out her own special rhythm. Beautiful but formidable, La Premiere has soul, but no heart.

For the role of Beau, Kevin Gebhard is searching for a charming, naïf, "a bright young talent at the turning point of manhood."

## People On the Move

### Boogan To Leave County At Year's End

Daniel Boogan, Jr. of Orange will leave his Essex County Administrator's job and return to California as City Manager of Berkeley on January 1, 1992. It has been officially announced by County Executive Peter Shapiro.

Boogan, who came here from San Diego, became Essex County's first County Administrator in June 1979.

When he assumes his new position as Berkeley's top government official, he'll be increasing his \$57,000 Essex salary by 20 percent.

The nine member Berkeley Council voted unanimously on a four-year contract that gives Boogan a starting salary of \$62,000, plus an additional 7 percent pension benefit and also a housing allowance. He will then receive a 4 1/2 percent increase July 1, 1992 and a cost of living increase each July thereafter.

Shapiro said Boogan's two and a half years here



brought long-lasting benefits to the County.

"Dan Boogan played an enormous role in the shaping of the newly organized government," said Shapiro. "His expertise in administration, budget and finance, management — in the entire spectrum of governmental functions — was extremely valuable in refining the structure of this government and making it operate more effectively and more efficiently."

Boogan said he "greatly enjoyed" the experience of working in Essex County.

"This has been one of the most hectic times in

my life," Boogan said. "Hectic in a very positive way, in terms of the dynamic things that are always going on here."

Boogan said, "It is with much sadness that I am resigning any position" adding that, "the opportunity presented to me by the City Council of Berkeley is one that I must accept for both economic and personal reasons."

Shapiro had high praise for Boogan, whom he recruited to serve as County Administrator after a nationwide search. "Dan Boogan is such an exceptional person, I can understand anybody who would try to steal him away."

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# Black Insights

Ed by Pepai Charles



## ABOUT THE AUTHOR:

Romona Brewer was born and raised in Newark, New Jersey. She has just completed her second collection of poetry for publication.

## Blackwoman Listen

Stop the tears that are falling from his eyes  
tighen that the deceiving tongue  
whenever you loosen it to be  
throw away that knife that you sharpen just for him  
its blade will pierce his heart and soul  
and distort all depth within  
stop the nagging  
stop the bragging  
of relationships gone by  
stop the needling stop competing  
against him competition must die  
stop the heartache  
stop the pain...  
show him the sun blackwoman...  
then he will face the rain  
spread your wings bronze goddess  
with all that your soul may give...  
stop killing him softly blackwoman  
because he deserves to live

beautiful is a seed which grows within  
a place of his life...  
without shadows or sin  
a gracious stem  
a magnificent hour  
my thoughts of him  
are like a splendid flower  
that will grow forever

a space in time...  
a place on earth  
a blending of minds  
made my worth...

## Him

a rare and beautiful quality

a sunrise...  
a sunset...  
our shells are separate  
but my soul will not forget  
all of his splendor and beauty

so when I think of him  
I think of all blackmen...  
wondering if maybe another...  
is as beautiful as him

## A River's Mouth

if the mouth of the river  
was just below my window  
the beauty of nature  
would tranquillize the scenery of my mind  
and broaden my appreciation of self  
but instead I find...  
cold broken concrete steps  
half dressed children  
and the usual junkie sets  
of heads dangling  
and living death praying  
for a liquid fantasy  
to fill their collapsing veins  
It may not all be insane  
if they could see...  
the mouth of a river

## Images

my style is my own  
original  
I adapted to your dress  
I was raised and made  
to speak your language  
and to accept your culture  
as being my own  
when all I wanted was...  
to be left alone  
there in th Nile  
with my man and my throne

# Black History Quiz

1. Black jockey rode Aristides to victory in the first Kentucky Derby at Churchill Downs in Louisville.
2. Who organized and became the first bishop of the African Methodist Episcopal Church in 1816?
3. This man invented and patented the oil stove in 1859.
4. This leader of Black consciousness movement was murdered by the South African

- government in 1977.
5. Which brother song-writing team wrote "Lift Every Voice and Sing"?
6. Founder of the National Negro Opera Company in 1941.
7. First African nation in western hemisphere to gain independence in 1804.
8. Creator of the plasma method for preserving human blood.
9. She was the first Black woman to write a novel ("Ina Leary—The Shadows Unlifted.")
10. Which opera did Scott Joplin write?

## ANSWERS

1. Oscar Lewis
2. Richard Allen
3. J. Mait
4. Dr. Charles Drew
5. Francis
6. Mary Carver
7. Dawson
8. Standard
9. Steve Biko
10. James

**TOSH:** Because it is painted in the nature of how American music would be painted. Because I am an architect of my music, I know what people's needs, musically, in every different country and continent are.



So you knew that this would be something that folks could relate to...

**TOSH:** Yes, especially in America.



So, they'll hear this on the radio and say, "I think I'll go check him out." And when they get there, there...

**TOSH:** Then they get the message (mutual laughter) Yeah man.

As reprinted from *The Black Collection Magazine*, 1240 South Broad Street, New Orleans, LA 70125, October/November 1981. Preston J. Edwards, Publisher.

# Lifelines

By Acebber

## Shared Histories

Jane and I sat across from each other and ordered lunch. We hadn't seen each other for three years and we were celebrating our get-together by eating and conversing at a fancy restaurant. It was exciting, and yet very different, almost strange. We two lunching leisurely in the city, catching up on each other's lives.

I remember when I first met Jane. I had recently moved from Long Island to White Plains. I was the "new girl" in the neighborhood. Across the street from my house, another was being built. My brother and I would watch the workmen as they constructed the house during the day, and at night we'd go and inspect it ourselves. Indeed we knew Jane's house pretty well, way before she moved into it! Periodically her family would come to look at the house. One day the kids

met. I was excited and happy. There would be another new girl. And she was tall and had long beads—like I did! Shortly afterwards Jane moved into her new house. We became fast friends. People said we were like sisters. Said we were inseparable. We had similar interests, abilities, and many of the same friends.

It was a period in our lives when we were sharing histories. By that, I mean we were closely involved with each other on a regular basis. During our lives we share histories with many people: brothers, sisters, husbands, wives, friends, co-workers, etc. There's a special place in my heart for people that I've shared intimacies with during a particular period in my life. For Jane and I, it was from about age nine until eighteen. Our shared history ended when she went to college. Although I went to a school nearby

the next year, our lives took divergent paths.

And so we sat—Jane and I—sharing new experiences, remembering the old, gaining new knowledge and insights about each other as women in their thirties with kids and men and jobs. We were making a bridge together, filling in the gaps, from then to now, from old to new, from familiar to unfamiliar. We jumped back and forth through a time zone, laughing and feeling so good inside, delighting again in each other's presence.

The time was up and Jane had to go. I walked her to the subway. We were quiet as we walked. I wondered when I'd see her again. But who could say? Who could predict where our lives would take us? There were only two certainties—we'd always be friends, and we'd always cherish our shared history.



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## Universal Sounds

By April Eugene

### Up & Coming...

The long awaited Angela Bofill album has been released. In my opinion top songs include "I Do Love You," "Tropical Love," "You Should Know," "By Now," and "Stop, Look and Listen." The title cut, "Something About You" was first heard on WKLT. Some songs are just not meant to be specially mixed. Cases in point: "Consciousness," "Walking Into Sunshine." The latest release from Deniece Williams is "Silly." "Silly" is a sure enough beauty that goes on to describe an illusion that is often very real, loving the wrong person at the wrong time. You may have heard some of the tunes from Phyllis Hyman's current album

Can't We Fall In Love Again but to the traditional Phyllis Hyman fan, "The Sunshine In My Life"



will be the grand slam jam, "Love Connection (Rasie the Window Down)" offers the Spinners versioned the current rap phenomenon. I hope everyone gets a chance to hear it. After sweeping up on Ennery Awards this year, Hill Street Blues has been blessed with another honor. The controversial theme song has been

picked up by Rodney Atkins but to the traditional Phyllis Hyman fan, "The Sunshine In My Life" is available on his current LP Endless Flight. As far as I'm concerned, Minnie Riperton and Richard Rodgers get the award for consistently writing universal love songs. Capitol Records has released Minnie's greatest hits.

On a recent edition of Today's Black Woman, Jibereba Black revealed the fact that the highest occurrence of breast cancer in the U.S. is found in Harlem. Now that's a shocking statistic. Song For Today: Sign of the Times - Bob James People's Choice: A House Is Not A Home - Luther Vandross My Choice: Satisfied With Love - Herbie Hancock

# The Evolution of Essex County College Continues

The winter of 1980 was a critical and crucial period in the history of Essex County College, the 13-year-old two-year college which has given thousands of men and women a second chance to prepare for a career or to enhance opportunities through education.

As winter changed into spring in 1980, the college was again rocked by a series of problems that threatened a shutdown which could have resulted in chaos for more than 6,000 students, loss of hundreds of administrative, faculty and staff jobs and the potential of plunging Newark and surrounding environs into an economic depression fanned up by the disposition of the spending power generated into local businesses by college personnel.

The search for a president who would be strong and committed to the solvency of the college ended when the Board of Trustees, then chaired by Freeholder-elect Adrienne Davis of Newark, selected Dr. A. Zachary Yamba, Dean of Liberal Arts and vice president of the Administrator's Association (AFL-CIO) to serve as the institution's fourth president.

Yamba, a Ghana-born educator with vast administrative experience, stepped into his new role as though he had been created for this special mission. He lost no time in taking charge and in confronting the challenge of restoring quality to an institution that for much of its 14-year history, had been plagued with controversy.

Earlier this year, the Board of Trustees, now headed by Clara Dasher, assistant to the president of the Newark Teachers Union, reiterated its confidence in Zach Yamba by naming him permanent president.

That move was made after the fledgling academic leader had accomplished what had seemed to be impossible tasks: winning a 10-year accreditation for a school that was on the brink of closing permanently in 1980, initiating reforms which involved long-standing academic and fiscal problems and upgrading standards which included a major crackdown on student performance.

Students and faculty members quickly realized that under the Yamba presidency, it would not be business as usual. He announced that the term "Dopeo College" which had been used often to describe Essex County College, would no longer apply in truth or in jest. To emphasize his intentions to educate rather than placate students and teachers, at the start of the 1980-81 academic year, Yamba dismissed or placed on probation nearly 20 percent of the student population. He publicly challenged the permissive attitudes toward student progress and criticized the "illusion of academic standards" at the open admissions school. "At best, this approach is condescending and patronizing; at worst, it is a cruel hoax on those who have been passed along to assuage a social conscience," he said.

Fiscal accountability at every level of financial operation in the college is a presidential mandate. As a result of essential administrative skills, Yamba

(Continued on Pg. 9)



Essex County women play an important role at the college which has an enrollment of women numbering 63 percent of the student population. Shown with Dr. Yamba are women members of the college Board of Trustees. Left to right: Ms. Sara Bost of Irvington, Yamba, Ms. Clara Dasher, president of the Trustees and assistant to the president of the Newark Teachers Union and Ms. Anne Cooper of Millburn/Short Hills.



William Lucas, left, an instructor at Monmouth College and former president of the ECC Alumni Association, joins Dr. Yamba, one of his former professors at the 1980 commencement exercises.



recently presented a balanced budget to the State Department of Higher Education. It was the first time in eight years the college had not been in deficit. It was a proud moment for the determined president, the College Family and the many friends of ECC throughout the state.

There is much about the man's personality which makes him a winner. In spite of his impressive academic credentials, humility is one of his most apparent characteristics. But those who mistakenly interpret his soft-spoken approach quickly learn they are confronting the iron fist in the velvet glove.

Dr. Yamba has contributed much to this community but it has been without publicity, fanfare and the glare of the spotlight. He has long been a role model for young college students from home and abroad. He has been mentor and surrogate father to hundreds of Third World students because of his ability to relate and to communicate. Fluent in seven languages, his Bachelor's and Master's Degrees from Seton Hall University were concentrated in languages and education. His Ed.D. in Educational Administration is from Pacific States University.

"The only rule at Essex County College is a firm commitment to excellence in every area," he has said. "If the college must lose students and money in order to establish itself as an institution of higher education with a seriousness of purpose, then that is as it should be."

Dr. Yamba has reached out to the community for future support of the college. He insists that the institution's personnel give of themselves for the benefit of Newark and Essex County. He is involved in a multitude of community projects, especially those dealing with the education of the young.

On Wednesday, December 16th, Dr. Yamba will be presented and honored at a reception given by Friends of ECC, a community based Thank-You of people from a cross-section of community life. The affair will be held in the college cafeteria from 5:00 to 7:00 p.m. and is open to the public for the modest donation of \$5.00. Individuals and groups wishing to participate may call the college public relations office at 877-3055 for further information.



**Dr. Yamba in a characteristic pose, confers often with students. Shown left to right, Clarence Fains, an ECC graduate currently enrolled in Pre-Law at Rutgers University; Vice President Edison O. Jackson, Yamba and Michael Edwards, former president Student Government Assn.**



**Dr. Yamba and Mrs. Ethel "Sunny" Campbell of Montclair, at the 1990 commencement program where Mrs. Campbell, a retiring counselor at the college, received an Honorary Degree in the Arts and Humanities.**



**Dr. Yamba, a member of Seton Hall University's Athletic Hall of Fame, was Captain of a Soccer Team. Here he's shown with Vice President Jackson, David Fong, 1980 and 1981 All American in Soccer. Fong was an all American during his student days at ECC.**

# Speaking Personally

## The Myth of The New Black South

In recent years, an astonishing number of Blacks have been returning to the southern states in search of what is perhaps an illusive dream—that of the "new South."

Between 1970 and 1977 alone, 52,000 more Blacks moved South than migrated from the South to the North and the West. What has prompted this mass movement and what might Blacks expect to encounter once they arrive?

The history of Blacks in the South has always been one of close attachment to the land, whether through field production or domestic services on farms and plantations. Many Black laborers provided their services to create productive farms throughout the southern states. It is estimated that Blacks owned fifteen million acres of land in 1910. By 1969 Blacks owned less than 6 million acres and these figures have consistently declined. In fact, today Black owned land throughout the South has been dwindling at the astounding rate of 6,000 acres a week.

For the Black southerner the loss of land has represented a loss of much of the social, political and economic status in the Black community. Many Blacks have resorted to selling their rural acreage to make way for new industries, tourist facilities and suburban developments.

In spite of the common perception of the potential for prosperity, the average Black southerner remains in poverty, poorly educated and socially isolated from the white community. Most reside in

substandard, segregated housing and are excluded from participation in the elective processes. Employment is often limited to the lowest paying, menial jobs. True, the number of Black elected officials has increased, but Blacks make up 20 percent of the South's population and hold only three percent of the areas elective offices. Large Southern cities such as Atlanta, Memphis and Charlotte, North Carolina are moving towards political and economic power but, these are not representative of the typical Southern cities and towns which are rural non-metropolitan areas. Even today Blacks are sometimes forced to work on plantations because of a lack of education and the prevalent racism which continues to reign.

In southern communities the sharecropper system has virtually disappeared but the plantations still exist and many Black families live on plantations for three months of the year where they chop and pack cotton for below minimum wages. During the other nine months they survive on what meager wages they have earned, government assistance checks and any food they may have grown. They are forced to live in poor housing provided by the plantation owner, most with no sanitary conditions. When workers become indolgent, they are simply dismissed. For the plantation workers and other Black families throughout the South nothing has really changed.

Many Blacks made socioeconomic advancements during the civil rights movement of the 1960's but the masses of Blacks in the South still seek to survive. Is there another promised land for the Black Southerner?

*Speaking Personally* is a forum provided by Grafica to give readers the opportunity to express opinions about the issues and concerns of the Black community. Manuscripts should be 500 to 1,500 words, typed, double-spaced. Be sure to include return address. Mail manuscripts to: Editor, Grafica, 28 Emerson Street, East Orange, New Jersey 07033.

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Will provide Nursery School setting with supervised activities and learning experiences. Ages 2½—5 years old. Located in East Orange, between Springdale Avenue and Park Avenue. Meals—breakfast, lunch and two snacks included. Call: (201) 676-5326.

**Michelob.**  
**It's better to give...  
and to receive.**

# What's Going On

## President of ECC to be Honored

On Wednesday, December 16th Dr. Zachary Vambas, President of Essex County College will be presented and honored at a reception given by Friends of ECC, a community-based Thrua Tank of people from a cross section of community life. The affair

will be held in the college cafeteria from 5:00 to 7:00 p.m. and is open to the public for a donation of \$5.00. Individuals and groups wishing to participate may all the college public relations office at 201-671-3055 for further information.

## Garden State Ballet To Present "Nutcracker" at Montclair State

Garden State Ballet director Fred Javovic has announced that the company's highly acclaimed production of "The Nutcracker" will return to Montclair State College on December 26th at 2:30 and 8:00 p.m., and on the 27th at 2:30 p.m. The Montclair State College performances are part of a 25 performance tour by the Newark-based company, that includes nine New Jersey counties and two New York theaters. Other performances will take place in Montclair, N.J. Madison

sack, Cassboro, Elizabeth, Randolph, Red Bank, Lakewood, Atlantic City, Staten Island and Union City. Tickets for December 26th and 27th are available from the Garden State Ballet Office. Ticket prices are \$10.00, \$8.50 and \$6.00, and there is a 30 percent discount for children under 12. For students and senior citizens with D and for groups of 10 or more. Reservations may be made by calling (201) 623-0691.

breaking film 9 books 3 record albums and numerous television roles returns to Broadway on December 18th when his new comedy musical, "Wait for the Sun" begins performances at the Century Theatre. McVan Peebles, who directs producers and also stars in the musical, is returning to New York City. He has written the book and all but two of the songs in the show.

"Wait for the Sun" stars Mc Van Peebles as Edward. A young son of a Youinger. The musical explores New York City in a new original theatrical style created by Van Peebles' musical. The story is set in the

by, saxophone, Bob Carter and the rest of the band. Performances begin Friday, December 18th at the Century Theatre, 235 West 46th Street with the official opening set for January 1th at 8:45 p.m. Performances vary and prices are Tuesday through Thursday at 8 p.m., Wednesday and Saturday matinees at 2 p.m. and Sunday at 2 p.m. \$22.50 and \$9.00. Tickets are \$8 p.m. \$21 and \$21. Tickets can be charged to all major credit cards by calling the Century Theatre Box Office at 212-334-6664 or via Charge (212) 944-9300. Tickets are \$10.00. Write at 409-6887.

slightly above the other two, and will be tested over the Connections Communications Cor-

poration TV System, the three networks and operators of the Newark cable franchise.

## College to Offer M.A. in English

Fairleigh Dickinson University's Essex Branch Madison campus has initiated a master of arts in English with emphasis on communication. Part of the program includes three required courses: critical reading, corporate communication and interviewing techniques.

Students who concentrate in communications may choose from a wide

and new presentation. For admission, students must have a bachelor's degree from an accredited college or university with at least 24 credits in liberal arts. Provisional admission is also available. Current requirements for the master of arts in English, the application, completion of a thesis, a thesis

## Children's Art Exhibition At Countee Cullen Library

Marking Thoughts Become an Exhibition of work from the Children's Art Carnival will be on view at The New York Public Library's Countee Cullen Regional Branch, 34 West 36th Street, through December 5th. The Children's Art Carnival is a remarkable

children's art exhibition, and by editing, nominations and in the language theory management writing.

## WBAL Holiday Crafts Fair

The Tenth Anniversary WBAL Holiday Crafts Fair, the oldest and largest Christmas marketplace in Annapolis, will be taking place Thursday through Sunday, December 7-9 in the Columbia University's Tenth Floor Hall, 11th Street and Broadway, in Manhattan. The Crafts Fair is open to the public on Thursday from 11:00 a.m. to 6:00 p.m. and from noon to 9:00 p.m. Fridays through Sundays.

Some 400 carefully selected, top quality, handmade items from 50 states will be exhibiting and selling their own handmade work. The new hall floor 4 crafts will feature holiday gift ideas for everyone. Jewelry, toys and dolls, wall hangings, clothing, home goods, sculpture, quilts and

tapestries, all kinds of home furnishings and housewares, woodwork, jewelry, baskets, and much more. A different assortment of items will be displayed with handmade items in view to meet shoppers' budget.

Transportation to the WBAL Crafts Fair includes the RTA's 10th Avenue Avenue Express from the 10th Street and Broadway, and MTA's 4th and 6th Avenue Express. The fair is also available at the Columbia University for additional information, write WBAL at 27940772 weekdays between 10 a.m. and 6 p.m. Admission is by a \$3.00 per person plus tax. A \$5.00 donation to the fair will gain named entry to the show for the weekend. Continued on Page 13

## Afrikan Poetry Theatre Book Fair

The Afrikan Poetry Theatre on Saturday, December 19, will present its 2nd annual Book Fair and Symposium. The Symposium is entitled "The Advancement of Black Literature." There will be four panels: a) topics of discussion will be: 1) Organizing Black

writers, 2) Literary magazines, 3) Organizing poetry readings and book parties, 4) Independent publishing. The Afrikan Poetry Theatre is located at 176 D. Jamaica Ave. Jamaica, Queens. Directions: "E" or "F" train to 179th Street Station.

## Grant For Newark Troupe

The Theatre of Universal Images, Newark, will receive \$100,000 from the Commerce Department to construct facilities or producing public cable television programs. Rep Peter W. Rodino, Jr. said yesterday.

This is a major breakthrough for Newark's entry into the telecommunications field," Rodino said. This grant will allow a local

organization to set up studios and produce non-commercial programs over a cable television system.

The Theatre of Universal Images, located in the "Symphony" Hall complex at 1625 Broad St., will contribute \$33,334 to the project which is designed to increase participation of women and minorities in telecommunications. Rodino added that the programming will be

## Melvin Van Peebles Returns To Broadway

Melvin Van Peebles, the multi-talented, colorful, responsible for

two hit Broadway musicals "11 Years of nominations, one ground





## When it comes to tires, Ford standards are tough.

Every 1982 Ford Motor Company, Ford, Mercury and Lincoln car line comes with gas-saving steel belted radials as standard equipment.

No other domestic manufacturer can make that claim.

But then Ford is more than a mere domestic automaker.

We found radials in Europe in the early fifties when they were developed to handle the Continent's winding and narrow roads. Ford made them standard equipment on their

European models in 1968.

Today, as America's driving needs become more like other countries, Ford Motor Company is utilizing ideas from all over the Incredible World of Ford like the 1.6 liter Compound Valve Hemispherical engine, and outside ideas like the steel belted radial from domestic and European tire-makers.

We believe it doesn't matter where in the Incredible World of Ford a good idea comes from, as long as it ends up on your car.



### The Incredible World of Ford.

(Continued from Pg. 11)

## Ballantine House Celebrates Victorian Christmas

Once again the lavish and festive spirit of a Victorian Christmas will be recreated in the Ballantine House restoration of the Newark Museum. The five first floor rooms of the 19th century mansion will be replete with Victorian opulence. Like every aspect of Victorian life, holidays were treated as a high art, and Christmas was the ultimate celebration.

Visitors to the restoration enter through the grand hallway, where evergreen garlands function the wide staircase. The hall fireplace, as with the fireplaces in each of the other rooms, will be decorated with poinsettias, garlands and silver-wrapped baubles.

Gallery talks about "Christmas in the Ballantine House" are scheduled on Sundays December 20 and 27 at 2:30 p.m.

The social relations of Newark's "arm of the

century newspapers were filled with stories of Ballantine family parties. The Dining Room table in the restoration will be laden with china, crystal and silver upon a Ballantine lace tablecloth appropriate for a late-Victorian supper. A grand centerpiece will dominate the display.

In the Reception Room, antique paper and Victorian-style ornaments hang on a tree surrounded by children's toys and games of the period selected from the Museum's collection. Costumed mannequins dressed in winter garb of the 1880's may also be seen.

The Ballantine House, which is entered through the Newark Museum, is open every day from noon to 5:00 p.m. "Christmas in the Ballantine House" remains on view through Sunday, January 6. The Museum is located at 97 Washington Street in downtown Newark, with parking available in the adjacent lot at the corner of University and Central Avenues. Admission is free.

## Holiday Sale of African Objects

Africana '83, a special pre-holiday sale of African items will be held at the African American Institute (AAI) from December 22 through December 22, 1983. The Institute is located at the street level at 833 United Nations Plaza (First Avenue at 47th Street).

Sale hours are from 11 a.m. to 4 p.m., daily except Sunday, and on Thursday evenings until 7:30 p.m.

Africana '83 will feature the sale of a wide selection of unique African gifts, items at extremely reasonable prices. African jewelry, clothing, baskets, carvings, and small artifacts are included.

Prices range from \$2 to

several hundred dollars and most prices include a tax deductible portion to the buyer. The profits from the sale will be used to benefit the programs of the African American Institute.

AAI is the principal U.S. non-profit private organization working to assist African development and inform Americans about Africa.

Persons visiting the sale may also attend, without charge, AAI's current exhibition entitled: Ancient Treasures in Terra Cotta of Mali and Ghana. Free guided tours of the exhibition are also offered by appointment only.

For general information call (212) 949-5666

## Series On Early Childhood

Muldenberg Hospital in Plainfield is accepting reservations for its series on parenting classes, entitled "Growing Child and Growing Parent."

The series begins on Jan. 6 and will consist of five two-hour sessions on every subsequent Wednesday through Feb. 3. The sessions will begin at 7:30 p.m.

"Parenting is the most challenging role we accept in life, yet it is a role for which we are least prepared," explained Margaret Babble, Director

of Nursing/Maternal Child Health.

"Our classes help parents with children from six weeks through five years of age to sort out the techniques and philosophies of child rearing that are most helpful to them."

Growing Child and Growing Parent includes information and discussion about growth and behavior, learning, discipline, health safety, nutrition and family adjustments.

## Crafts Touch In Montclair

Twenty distinguished regional crafts will join Doubtless Gallery artists in a holiday display of contemporary crafts and fine art works through Jan. 10, at the gallery's new location, 76 Church Street, Montclair.

Artists will present works in stained glass, ceramics, wood, kilns, batik, weaving, jewelry and more.

Doubtless conceived its new gallery space in collaboration with architect Gerald Volk, who envisions a series of interconnected establishments—Fountain Plaza to add to the totality of the Church Street concept. In doing so, Doubtless joins the Montclair Arts, a growing network of art-oriented groups and individuals with Montclair State College designated as "Center of Influence in

the Fine and Performing Arts."

choice. For additional information: Dr. Robert A. Adair, 41 W. 96th St.

New York, N.Y. 10025, (212) 866-2000.

## Girl Scouts Seeking Volunteers

"Join the Green Team" is the theme of an adult recruitment campaign currently in process locally. Volunteers involved are looking ahead to this fall's activities, and telling their friends about the rewards of working with Girl Scouts.

Adult volunteers in Girl Scouting have opportunities to make new

friends, develop skills and learn new ones; provide service to the community and have fun. Whatever amount of time an individual can offer can be helpful to Girl Scouting. If you are interested, contact Lois McPherson at the council office, 120 Valley Road, Montclair, Phone 746-8200.

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**Yudin's**  
WILLOW MANOR LATEX FLAT  
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CUSTOM COLOR  
32 PROSPECT ST.  
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EAST ORANGE, N.J.  
Hrs: Mon.-Sat. - 9:00 to 5:30  
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FREE DELIVERY

# IT HAPPENED ...!

**A professional in two sports,  
he's now a manager for Kodak.**

**Come join  
the team.**



The Eastman Kodak Company has named Dick Ricketts, former pro athlete, as its new regional manager for the Chicago area.

But he just happened to be a former professional college basketball star. Ricketts played with the NBA's Chicago Bulls, Boston Celtics, and the St. Louis Cardinals, and for the Yankees.

After the great Kodak in 1955, and he's been on the team ever since.

Today, Dick is Manager of National Accounts for Eastman Kodak Company's new Motion Picture Division, headquartered in Chicago. In this position, he is responsible for the administration of company policies, budgets, and sales, training, education, employment, administration programs, and personnel matters for 1,500 Kodak people around the world.

There is a company that doesn't need any more, he says. "I was promoted to my position at Kodak. It's all up to me."

And you coming aren't hard to be a specialist in the technology of all the opportunities we offer in business and technical positions. And Dick, for his part, will, and he expects to use his personal knowledge, Eastman Kodak Company, Rochester, NY 14650. (716) 226-4425.



**This profile of former pro athlete Dick Ricketts, now an Eastman Kodak Company regional manager, was one of three Kodak ads in a minority recruitment campaign that won a CEMA (Communications Excellence to Black Audiences) statuette. The ad appeared in 1980 in Black Enterprise magazine.**

# KODAK



For more information, call 1-800-4-KODAK or write to the address below.

**This Eastman Kodak Company ad for amateur color film won a CEMA (Communications Excellence to Black Audiences) statuette as the best color ad for consumer publications. It appeared in 1980 issues of Newsweek, People, Essence, Ebony and Better Homes & Gardens.**

**America's Storyteller**

"So didn't you trust your story to Kodak film?"





Millions of Black men and women buying only Black newspapers, September 15, 1981.

WED  
He is a  
businessman  
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## On September 17th, you made headlines. Now, read all about it.

*September 17th. Throughout the nation, the circulation of some Black newspapers shoots up over 10%. Others go as high as 25%. White newspapers everywhere feel the pinch. And Black Americans make a significant statement about Black economic power.*

"Buy a Black Newspaper Day" was a tremendous success. By participating on September 17th, you did a lot more than help the circulation of Black newspapers. You helped yourself. You demonstrated that Blacks have real power—economic power. And, moreover, you helped show that we can use it.

The message you conveyed to media on September 17th was simple and powerful: there are economic benefits to be gained in being responsive to Black

concerns. And you can bet they'll respond to that.

You can also be assured that other companies will understand that "Buy a Black Newspaper Day" was just a small example of our economic power.

We buy a lot of other things besides newspapers. Such as furniture and appliances—three billion dollars worth a year. We spend \$18.2 billion on groceries, \$14.2 billion in automotive supplies each year.\* And invest \$14.1 billion in our own homes. We're worth a lot—\$140.6 billion.

We can use our dollars to make companies more responsive to our needs. And not just one day a year, either. You can make use of your power as a Black consumer all the time. Let "Buy a Black Newspaper Day" be just the beginning.

As for Black media, here's what you can do in the future. Continue your support. Read and subscribe to Black newspapers and magazines. Listen to Black radio. Make Black media a regular part of your daily life and use it as a reaching tool for your children.

Remember, the future belongs in those who shape it. You can increase your power within the system. This message was brought to you by the Black Owned Communications Alliance, a non-profit trade association of Black media owners. If you would like more information, write to Ms. Terrie Williams, Executive Director, BOCA.

And in the meantime, keep up the good work because your clout is showing.

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